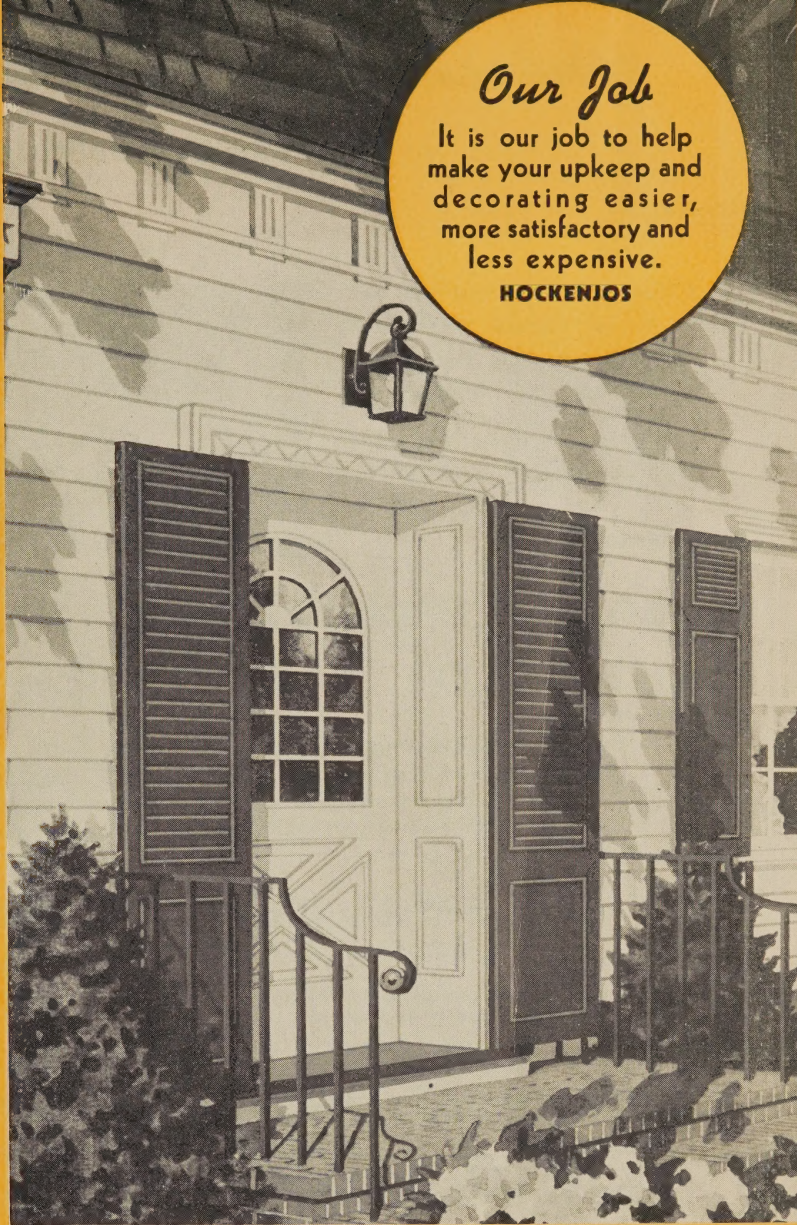


# HOCKENJOS

*The House of Good Paint*



## *Our Job*

It is our job to help  
make your upkeep and  
decorating easier,  
more satisfactory and  
less expensive.

**HOCKENJOS**

**NEWARK**  
829 Broad St.

**IRVINGTON**  
10 Washington Ave.

**EAST ORANGE**  
533 Main Street

**MONTCLAIR**  
21 S. Park Street

**ELIZABETH**  
12-14 W. Jersey St.

**PATERSON**  
114 Ellison St.

**MORRISTOWN**  
18 Washington St.

# *You can have an* **OUTSTANDING** **HAVE YOUR HOUSE CORRECTLY**

*Page two* †

Choose colors and trim best suited to the architectural style and surroundings of your house and to please your individual taste.

Use the paint that gives the greatest brilliance in white or colors . . . better gloss . . . longer life and lower cost.



## *More than 225,000 Home Owners Have Used* **THE DEVOE 2-COAT SYSTEM**

**CUT HOUSE PAINTING COSTS IN HALF!** With the Devoe 2-Coat System you get a complete 3-coat job with 2 coats. The secret lies in the formulation of the undercoat. Even a blotter cannot rob this paint of its life-giving oils. . . . Ask to see the blotter test.

### **5 IMPORTANT ADVANTAGES TO YOU IN THIS MODERN PAINT SYSTEM**

1. Your paint money goes twice as far. New 2-Coat System outlasts other paints 2 to 1. . . . Nation-wide tests prove it!
2. Your house is whiter—colors truer. No other paint produces such a dazzling white or such glorious tints.
3. Paint stays Fresh, Clean and Bright. Years after other paints become streaked, your Devoe painted home is still clean and fresh-looking.
4. Saves one Whole Coat. Two coats of Devoe House Paint do a better job than three ever did before.
5. Four Paint Evils avoided. New system defies checking, cracking, peeling. Devoe paint resists fading.

*\*ASSISTANCE IN PAINT STYLING IS*

*Employ a* **REPUTABLE PAINTER** — *Use* **GOOD PAINT** —



# HOME *in your neighborhood*

**"PAINT-STYLED"\* BY HOCKENJOS**

{ Page three

## **A FIRST COAT TO GO NEXT TO THE WOOD** —→

The Undercoat should resist the tendency of thirsty wood (or old paint) to steal its life-giving oils. Devoe House Paint Undercoat is made with new non-penetrating oils and designed to effectively seal wood pores (or old paint). It lays a solid, non-cracking foundation. Therefore, Devoe Oils stay in the paint film where they belong. The film remains resilient. Ordinary paint fails in this respect . . . allowing the paint to grow brittle and crack . . . protection is gone.



## ← **A SECOND COAT TO GO NEXT TO THE SUN**

The Top Coat must fight sun and weather . . . resist fading, staining and attack by ice and rain. The new Devoe Finish Coat has high "hiding power" . . . effectively covers more surface than any paint we know of. It produces a smooth finish . . . no place for dirt or soot to lodge . . . stays fresh and clean longer.

## **REPAINTING YOUR HOME**

*is not an expense*

It is a sound investment to insure lower upkeep costs. Such investments can rightfully be financed out of income without capital outlay or down payment.

### **A CONFIDENTIAL BUDGET SERVICE PLAN**

If you wish to avoid a cash outlay for painting or redecorating, ask about the BUDGET PLAN.

AVAILABLE AT ALL HOCKENJOS STORES

Buy it at HOCKENJOS — **THE HOUSE OF GOOD PAINT**  
There's a Store Near You . . . See Front Cover

# PORCELAIN and ENAMEL Repaired this Easy Way

Page four }



## *Titette* LIQUID PORCELAIN GLAZE—

*Repairs chipped Porcelain and Enamel.* Restore unsightly chips in Porcelain and Enamel sinks, bathtubs, lavatories, drainboards, table-tops, refrigerators and other fixtures. Colored fixtures can be matched by adding colors in oil.

*Ready for use—waterproof.*

## *Titette* PLASTIC CEMENT—

*Ready for use—Resets loose tiles.* Sets and repairs tile, marble, pottery, fire pots, fire bricks, cracked stoves, ovens, etc. Pure white—can be colored with water colors for mending bric-a-brac, pottery, etc.



## *Titette* RUST REMOVER—

*For Porcelain and Enamel Fixtures.* Don't scour stains from Enamel and Porcelain Fixtures. Rust and caked-on stains can be removed from sinks, lavatories and stoves without injury to the finish with RUST REMOVER.

## *Tileko* WATERPROOF CEMENT—

*Excellent Crack and Seam Filler.* Fills crevices between bathtubs and tiled walls on floors, kitchen sinks, lavatories, etc. Repairs leaky shower stalls, toilet bowls, sinks and wash tubs. Set marble, slate, stone, brick, glass, metal or wood. Can be colored to match fixtures by adding color in oil.



**AUTOMATIC BOOK MARK**—sent FREE on request. This handy book mark finds your place for you instantly, no matter how carelessly you may have dropped or laid down the book. We'll be glad to send you one FREE. Just send your name and address to Premium Clerk, c/o Hockenjos, 10 Washington Ave., Irvington, N. J.

*Employ a REPUTABLE PAINTER—Use GOOD PAINT—*



# FOR BEAUTIFUL FLOORS

## *use the MINWAX method*

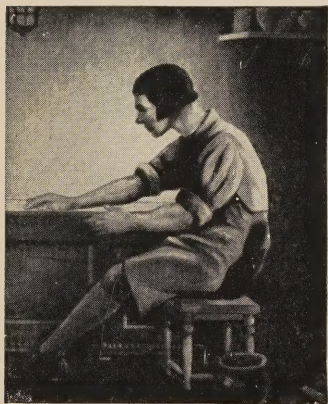
{ Page five

### AND ELIMINATE FUTURE RESCRAPING

**MINWAX FLAT FINISH** is superior to other methods of wood finishing because it greatly simplifies the work of application (only one easily applied material is needed) and also because it places the finish in the wood instead of merely on the surface where it can be marred easily and spoiled. Minwax actually toughens and hardens natural wood.



**Two easily applied coats** put on the raw wood and polished give the complete result—a beautiful finish that lasts as long as the wood itself. Minwaxed surfaces merely mellow and grow more beautiful with time and ordinary care, even under hard usage. Your Minwaxed floors cannot mar or scratch white because there is no brittle surface to scratch or powder.



### *Old-time Rubbed Effects Applied with a Brush*

**THE MINWAX METHOD** of wood finishing achieves the beauty created by old-world wood finishers without the long, laborious rubbing and polishing once thought necessary. **MINWAX FLAT FINISH**, the basic material, is a penetrative, preservative finish and wax combined in one product. It carries preservative oils, gums and waxes into and below the surface, making the finish a permanent part of the wood and bringing out all the natural lustre and beauty of the grain.

**FOR FLOORS, FURNITURE, WOODWORK AND PANELING**

**MADE IN CLEAR AND STAIN COLORS**

*Knotty Pine and*   
*... a natural combination*

Buy it at **HOCKENJOS** — **THE HOUSE OF GOOD PAINT**  
There's a Store Near You . . . See Front Cover

# How to have **CLEAN WALLS** AND SAVE THE COST OF REDECORATING

Page six }



## CLIMAX *Wallpaper Cleaner*

has been the standard for many years. Safely removes soil from wallpaper and window shades. Just follow the directions on the label.

*15 Cents per Can*

## OTHER HOUSEHOLD NECESSITIES



Chamois Skins	Polishing Cloths	Cements
Sponges	Paint Cleaners	Glues
Wire Brushes	Wax Remover	Shellac
Steel Wool	Brushes	Brass Lacquer
Sand Paper	Wall Paper Remover	Drain Solvents

CLEANERS — POLISHES — WAXES

**STEP LADDERS** — Every home should have a dependable step ladder. All sizes 4 to 12 feet. Prices from \$1.30 up.

## ARTISTS' MATERIALS



### *Everything for* **ARTIST and STUDENT**

Canvas, stretchers, brushes, colors, pastels, easels, sketch books. Standard tested materials at professional prices. Instruction books and sets for beginners. Fitted sketch boxes—gift sets.

*Employ a* **REPUTABLE PAINTER** — *Use* **GOOD PAINT** —



# Renew and Protect **YOUR ROOF** **NOW . . . BEFORE SNOW FLIES**

4 Page seven



Be sure to get your copy —

## **"HOW TO PREVENT AND REMEDY ROOF TROUBLES"**

Illustrated roof manual  
for all types of roofs.

Time and sunlight sap the life and flexibility from asphalt and composition roofs — Metal roofs rust.

There is a **LIBERTY** for cementing seams, cracks and holes. An-

other for recoating spent asphalt roofs. One for renewing slate-surfaced roofs and shingles, and **LIBERTY ELASTIC ROOF AND METAL PAINT** for general maintenance. Also **LIBERTY BLACK**.

**Use LIBERTY ELASTIC ROOF COATING for rusted and pitted metal roofs.**  
**BLACK — JET BLACK — RED — GREEN**

## **HOW TO SHAMPOO RUGS AND UPHOLSTERY**

Rugs and other pile fabrics can be safely cleaned by shampooing with hot water to which has been added 2 cupfuls of **Waterless Cleaner**. Do a small portion of the rug at a time, applying the Shampoo with a brush or sponge. Rub in the Sham-

poo thoroughly and then rinse off with clear warm water. Dry the rug as well as possible with a clean cloth. Rug should be allowed to dry thoroughly before furniture is set on it and before walking on it.

## **WATERLESS CLEANING OF PAINTED WALLS, CEILINGS, WOODWORK**

This cleaner is called "**Waterless**" because it does a thorough job without any splashing or dripping of water to soil paper or furniture.

Apply the paste cleaner with a damp cloth or sponge and then wipe it off with a clean cloth. If necessary, repeat to clean thoroughly.

Buy it at **HOCKENJOS** — **THE HOUSE OF GOOD PAINT**  
There's a Store Near You . . . See Front Cover

# Is yours a Cellar or YOU CAN DAMP-PROOF AND

Page eight }

SEALS  
CONCRETE



# INSL-X

Have you had trouble with paint on  
Then INSL-X is good news for you  
puts a rubber-like coating that success  
dition of concrete at or below grade. It  
the lack of durability that make ord  
ment floors.

Masonry surfaces require protect  
and concrete are short-lived unless gu

Stucco is porous and absorbed m  
lath and soon of the stucco itself. Out  
proofing to prevent dampness within  
action. INSL-X is the ideal waterpro  
retains the original texture and it seals

## INSL-X FOR INDOOR

Permanent bright colors for floors and  
walls. INSL-X is decorative as well  
as practical and durable in basement  
rooms. Neither alcohol nor washing  
with strong soaps will dim the gay  
colors you may choose. Children's  
play or dancing will not harm a floor  
that has been treated with INSL-X.

Many cellar floors and walls are  
damp because of moisture that seeps  
through the concrete. INSL-X will  
seal concrete against moisture if ap  
plied while dry . . . will even prevent  
dampness from coming through be  
neath. Use INSL-X for dryness,  
health and comfort.

### ● INSL-X is

1. Chemical and Alkali proof
2. Waterproof
3. Stain-proof and washable
4. Safe on fresh masonry
5. Durable on concrete floors
6. Unaffected by oils, gasoline, etc.

24 COLORS — SEND



# *a Recreation Room?*

## **BEAUTIFY YOUR CELLAR WITH**

*{ Page nine*

# INSL-X

the walls or floors of your basement?  
On inside masonry this new product  
resists the dampness and alkali con-  
minates the stickiness and peeling and  
ry paints so unsatisfactory on base-

The protective advantages of stucco  
ed against moisture and air.

ure hastens the destruction of metal  
doors brick and concrete need water-  
building and to guard against frost  
ing for masonry because its thin film  
e porous surfaces.



## **AND OUTDOOR USE**

INSL-X binds and seals stucco surfaces with a waterproof coating. INSL-X seals the stucco. Based on one of the industry's newest chemical developments, a rubber-like material, it provides an effective waterproofing blanket over the entire surface. The normal drying contraction solidifies

the weathered surface and binds all loose particles. The typical failure of treated oil coatings, the lime discoloration and softening, does not occur with INSL-X. It resists the action of the strong alkalis and does not decompose. Produces an impervious, washable surface that resists staining.

**• INSL-X** *will*

- 1. Resist Water Seepage**
- 2. Waterproof Exteriors**
- 3. Preserve Crumbly Stucco**

- 4. Produce an attractive and Stain-proof finish in white or colors on masonry**

**FOR COLOR CARD**

# ARMORIZE and Avoid Repairs

Page ten }

Repairs on property and equipment are usually the result of rust and decay. Properly painted surfaces stop these enemies.

## ARMORIZE Conquers Rust

Armorize is a quick-drying protective paint that remains attractive for years. Completely eliminates rust. Highly resistant to moisture, heat, gases, and fumes. Paint right over old rust.

Get a can now to have on hand.

**BLACK — GREEN — RED  
ALUMINUM**

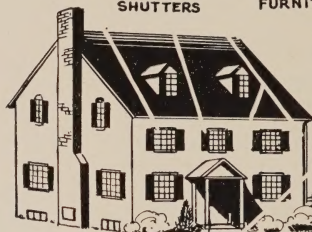
SCREENS AND  
FRAMES

PLUMBING AND GAS PIPES—  
WATER SOFTENERS—WASHING  
MACHINES—CELLAR WALLS  
AND FLOORS—MASONRY—FURNACES—  
METAL FLASHINGS

GUTTERS AND  
DOWN SPOUTS  
SHUTTERS

LAWN  
FURNITURE

FENCES AND  
TRELLISES



COAL AND  
ASH DOORS

METAL  
SASH

IMPLEMENTS  
TRUCKS AND  
TRAILORS  
RUBBISH CANS

IRON STEEL  
CONCRETE WOOD

HEATING AND  
AIR CONDITIONING  
EQUIPMENT

ARMORIZING is used commercially for tanks, siding, metal sash, fire escapes, smoke stacks, etc. Aluminum ARMORIZE has high insulating value.

## MODERN PAINT REMOVAL



*No Torch . . . No Scorch  
No Sanding*

Surface is left smooth and clean for repainting. . . . Remove paint the

### WONDER PASTE WAY

The Wonder Paste way is the logical answer to all paint removal problems, exterior or interior. Removes finishes from walls, woodwork and furniture as well as from exterior siding and trim. Be safe and thorough—USE and SPECIFY

**WONDER PASTE REMOVER**

*Employ a REPUTABLE PAINTER — Use GOOD PAINT —*



# TEXTURED WALLS

## *Solve Many Problems*

{ Page eleven

## ARVON TEXTURE WALL PAINT

*Ready Mixed  
One Process  
Color and Texture  
in Same Coat*

ARVON is a ready mixed, heavy bodied oil paint for decorating interior walls. Soft-toned, smooth textured finishes—easy to apply and surprisingly moderate in cost.

**Use ARVON on new or old plaster, painted or unpainted surfaces and on wall boards of all kinds.**

Wherever distinctive wall decorations are desired—ARVON finds extensive use. For homes, apartments, hotels, churches. Because ARVON covers out plaster patches and other defects, it is a real economy in redecorating work on rented properties. It is washable and durable under conditions of hard use and abuse.

**SAMPLE PANELS**—Finished samples of ARVON in various textures and color combinations are on display at Hockenjos Stores.



*Arvon Texture Wall Paint adapts itself to modern or period effects.*

## ARVON OVER WALL PAPER

Saves removing old paper from cracked walls. Because of its heavy body, flexibility and strong adhesive qualities, ARVON can be applied directly over wallpaper that is tight. Particularly in buildings where

plaster shows a tendency to crack, ARVON provides an economical method for redecorating papered walls. A demonstration of the ARVON method of redecorating can be seen at any Hockenjos Store.

**Buy it at HOCKENJOS—**

**THE HOUSE OF GOOD PAINT**  
*There's a Store Near You . . . See Front Cover*

# WELD-ROCK

## REPAIRS BROKEN CONCRETE

Page twelve }

WELD-ROCK *is a genuine Bituminous Asphalt Paving scientifically held in plastic form.*

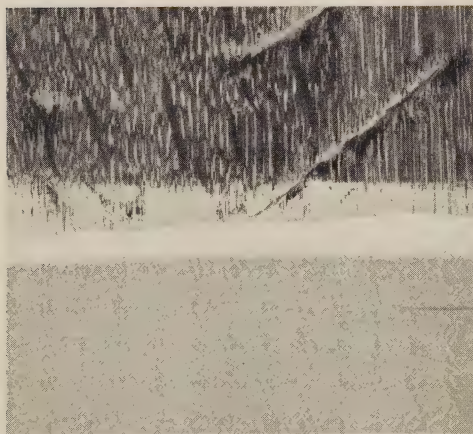
Fills and waterproofs cracks and joints in broken concrete walks, floors, drives and curbs and in cellar walls. Bands a complete bridge over them.

Rain, snow and freezing weather are constant enemies of exposed concrete. Fill and bridge all cracks and broken spots with Weld-Rock to prevent further damage.

*Applied with trowel or putty knife.*

## *Spackle* SURFACING COMPOUND

BEFORE SPACKLING



AFTER SPACKLING

Fills and resurfaces marred or rough Wood, Plaster, Metal or Concrete. Builds up a perfectly smooth and even surface for painting. Cracks, joints, seams, dents and rough spots disappear under the magic of SPACKLE. Nail holes, tool marks, scratches and imperfect joints may be thoroughly smoothed over.

*Employ a REPUTABLE PAINTER — Use GOOD PAINT —*



# mural-tone

THE MONEY-SAVING PAINT IN THE ORANGE CAN

{ Page thirteen



## *Here's how to have rooms that friends admire*

You can easily transform drab walls into backgrounds of beauty at trifling cost and almost no inconvenience—with MURAL-TONE Wall Paint.

No mess — no objectionable odors — no sick headaches or unpleasant effects. That is why master painters go for it in a big way . . . why home, hotel, office building and apartment house owners prefer it.

Comes in concentrated paste form. A gallon thinned with water gives you a gallon and two-thirds

of paint. Use it over plaster, wall paper, paint. Excellent for use on all types of wall board and sand-finished walls. Easy to clean with a damp cloth.

Get acquainted with "the Magic of Mural-Tone" . . . you will be amazed that a wall paint so essentially beautiful could possibly be so fast-working and so economical.

Buy it at HOCKENJOS — THE HOUSE OF GOOD PAINT  
There's a Store Near You . . . See Front Cover

# Use **NEW MIRROLAC** for **EASY, FINE REFINISHING**

Page fourteen }

## USE MIRROLAC ANYWHERE — INDOORS OR OUT



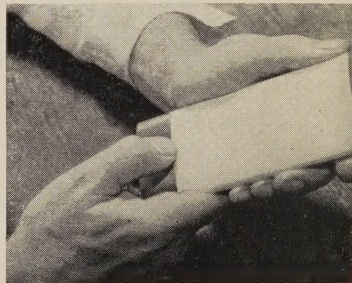
Bring some *extra* cheer into the house! New colors in the kitchen and bathroom. New smart combinations on the porch furniture and breakfast room pieces. It's so amazingly easy and so delightfully satisfactory with this lustrous, rich-colored New Mirrolac—one-coat for most refinishing.

**SMOOTH AS PORCELAIN  
TOUGH AS LEATHER**

Here's a new and improved Mirrolac. With a Varnish film so full and free-flowing—with pigments so rich and colorful—it produces a finish that far outclasses the work of any other household enamel.

**Free ONE DECALCOMANIA** Your choice from an assortment of designs free with each pint or larger can of Mirrolac purchased. See also Special Free Offer on page 4.

Your finger tips tell the story—Mirrolac produces an amazingly smooth mirror-like surface. It stands up on furniture, wood-work, and metal utensils as no enamel ever has before. New Mirrolac obsoletes conventional enamels—always gives an expert-looking finish.



**NEW MIRROLAC COMES IN MANY ATTRACTIVE COLORS**

*Employ a REPUTABLE PAINTER — Use GOOD PAINT —*



# *New* **DEVOE Velour FINISH**

## **THE IDEAL INTERIOR WALL PAINT**

*Page fifteen*



EMINENT INTERIOR DECORATORS vote Devoe Velour Finish as "Most Beautiful" for those lovely "living room" tints that are washable. Wash off fingerprints, soot, grease; and as often as you like.

Velour Finish remains fresh and lovely. The ideal wall finish. Smooth, durable—delicately mixed in the year's smartest shades.

**COMES IN 20 DELICATE SHADES**

*The Wall Paint that pleases both  
painters and their customers*

PROFESSIONAL PAINTERS like Devoe New Velour Finish because it

- Completely hides the old surface.
- Hides dark surfaces more easily.
- Gives up to 1½ pints greater coverage with every gallon.
- It brushes smoothly and does not sag.
- Spreads more evenly.



**FLAT WALL FINISH — ALSO IN GLOSS AND SEMI-GLOSS FOR BATHROOM  
AND KITCHEN**

*Buy it at* **HOCKENJOS** — **THE HOUSE OF GOOD PAINT**  
*There's a Store Near You . . . See Front Cover*

# YOUR PAINT QUESTIONS ANSWERED

**Q. Can linoleum that has been gun to show signs of wear be restored by painting?**

A. Yes, if not too badly worn. Use 2 coats of F & D Enamel for good results. Borders or pattern designs in color are easily applied with masking tape.

**Q. Can I apply Minwax over the present finish on my floors?**

A. No. Minwax is a penetrating finish, useful only on bare wood, but floors re-finished and maintained by the Minwax method will never again need rescrapping.

**Q. Can badly marred furniture and woodwork be fully restored?**

A. Yes. Even cracks and gouges can be successfully smoothed over, as well as small chips and dents. Get particular information from your painter or at Hookenjos store.

**Q. How can the staining that occurs on the sills and the siding beneath the windows of my house be prevented?**

A. Such staining is usually due to the presence of unpainted metal. Screens, brackets and other metal should be coated or painted.

**Q. What is "Point Styling"?**

A. This is the modern method of specifying colors and trim-ming: 1. To show off the design to the best advantage. 2. To give a house individuality among its neighbors. 3. To correct or modernize architectural lines.

**Q. How much does the Budget Plan Payment add to the total cost of repainting?**

A. The interest and financing costs are \$5.00 per \$100.00 per year. No down payment is necessary and repayment is made in small monthly amounts.

**Q. Will painting help my leaking roof?**

A. Yes, if leakage is due to porosity. Open seams and holes should be patched with Liberty Roof Cement. Dried and cracked roofs and pitted metal should be treated with Liberty Elastic Roof Coating.

**Q. Can I successfully repaint rusty equipment and metal that is continually exposed to the weather?**

A. Yes. Armorize conquers rust. Apply it right over old rust. Just brush or scrape off loose scales and Armorize.

**Q. What causes the paint on the floor of my basement room to become sticky and flake off in wet or humid weather?**

A. The alkali of the concrete is brought in contact with the paint by the moisture and this chemical will soften any oil base paint. See pages 8 and 9.

**Q. How can I best remove the old paint from furniture?**

A. Special treatment is required on some woods and finishes, but usually, on curved or ornamental surfaces, Lingewet or Wonder-paste Remover is safer and easier than scraping and sanding.

**Q. Can crumbling stucco be restored by painting?**

A. In most cases INSL-X will successfully waterproof and restore a firm, colorful surface to disintegrating stucco. See pages 8 and 9.

**Q. What is "Semi-Gloss" Paint, and why is it used?**

A. "Semi-Gloss" is the popular wall finish for bathrooms and kitchens. It provides excellent washability without objectionable high gloss. Also used on woodwork for "Egg-shell" finish.

**Q. Can cracks around built-in bath tubs be permanently sealed?**

A. Yes—See page 4.

**Q. Is there a permanent cure for plaster walls that have a tendency to crack?**

A. Yes—See page 11.

**Q. Is there a packaged product that will repair broken concrete?**

A. Yes—See page 12.

**Q. Can soiled wallpaper be successfully cleaned and brightened?**

A. Yes—See page 6.

Employ a REPUTABLE PAINTER — Use GOOD PAINT

# The House of Good Paint